

**AMENDMENTS TO CLAIMS:**

The listing of claims will replace all prior versions, and listings of claims in the application:

**LISTING OF CLAIMS:**

1-28. (Cancelled)

29. (New) A method for reducing power consumption, comprising:

producing an electrical representation of an image, wherein a resolution of the image is equivalent to the resolution of a display, and the apparent resolution of the image is a first fraction of the resolution of the display, wherein the first fraction is a ratio of the apparent resolution of the image divided by the resolution of the display; and

producing an output, in which a data line is held constant for a period of time that is equivalent to a multiple of an inverse of the first fraction and a period of time required to transmit data representing a single pixel, wherein power consumption is reduced by reducing data toggling on the data line by the first fraction.

30. (New) The method of claim 29 further comprising retrieving from memory a selective first fraction of data stored in memory that is an electrical representation of the image.

31. (New) The method of claim 29, wherein the output is parallel-bit data words, each data word representing a single pixel, each bit of the data word is held constant for a period of time that is equivalent to a multiple of the inverse of the first fraction and the period of time required to transmit a single data word.

32. (New) A display controller for performing the method of claim 29.

33. (New) A digital image display system for performing the method of claim 29 including the display.

34. (New) The digital image display system of claim 33 wherein the display is an electro-optic display and circuitry performs the method.